

Memorandum of Clarification

To: Prospective Tobacco Days of Action (TDA) and Innovative Projects (IP) Applicants

From: AJ Cloud, AmeriCorps *VISTA, Grant Coordinator

Date: October 16, 2007

Re: TDA/IP Mini-grants

Below is what the MTUPP Deliberation Committee is looking for in Tobacco Days of Action and Innovative Project mini-grants. Let this memo represent a FYI for past grantees, hopeful applicants, as well as new contractors.

- ✘ Focuses on the deceptive tactics of Corporate Tobacco
- ✘ Increases awareness of reACT! and MTUPP programs
- ✘ Increases awareness of corporate tobacco's targeting of youth
- ✘ Encourages youth-led anti-corporate tobacco projects
- ✘ Builds interest in local youth coalitions
- ✘ Gear toward 13-18 year age group
- ✘ Projects which focus on the health affects of tobacco will not be accepted
- ✘ Projects that belittle, attack or demean tobacco use and/or its users or use fear or scare tactics will not be accepted

Per this Memorandum of Clarification I would also like say if you are granted a Tobacco Days of Action mini-grant, you must promote Tobacco Days of Action messaging, whether that be Kick Butts Day or Through With Chew Week.

If you have any questions or concerns regarding this Memorandum of Clarification please contact me at 406.444.6911 or e-mail me at acloud@mt.gov.

Thank-you.